



Housing

A growing number of people want to call the neighborhoods of Downtown home. With recently completed housing opportunities being snapped up as soon as the paint dries, new projects are announced on a regular basis. The following are completed or announced projects.

Name/Address/Phone	Ranked by Number of Units	Location	Project Cost	Year Built/Under Construction/Planned	Unit Price/Rent
The Brewery (condominium, rental & retail) McKinley, West Juneau and West Highland Avenues Milwaukee, WI 53203 www.thebrewerymke.com	510	Westown	\$250 million (mixed-use)	under construction	
Park Lafayette (condominium & rental) 2025 North Summit Avenue, Milwaukee, WI 53211 414-765-0840 www.parklafayette.com	280	Lakefront	\$102 million	2009	\$240,000 - \$1.4 million
Landmark on the Lake (condominium & rental) 1660 North Prospect Avenue, Milwaukee, WI 53202 414-271-1660 www.landmarkonthelake.com	275	Lakefront		2007 conversion	\$159,900 - \$699,000
Rivianna (condominium, hotel & retail) 236 South Water Street, Milwaukee, WI 53204 www.rivianna.com	220	Fifth Ward	\$100 million (mixed-use)	proposed	\$100,000 - \$1 million
The Moderne (condominium, rental & retail) West Juneau Avenue & North Old World Third Street Milwaukee, WI 53202 414-292-6060 www.themoderne.net	217	Park East/ Westown	\$55 million	proposed	\$250,000 - \$1.4 million
The Blatz (condominium) 270 East Highland Avenue, Milwaukee, WI 53202 414-277-8091 www.theblatz.com	169	East Town		2006 conversion	\$179,000 - \$699,000
The Harbor Front (condominium & retail) 541 – 601 East Erie Street, Milwaukee, WI 53202 262-238-1480 www.waterfront-condominiums.com/harborfront.html	168	Historic Third Ward	\$17 million	2005	\$250,000 - \$1 million
One at the North End, Phase II (rental & retail) 1531 North Water Street, Milwaukee, WI 53202 888-514-6003 / 414-276-6784 www.mandelgroup.com www.thenorthend.com	160	Park East/ East Town	\$175 million (mixed-use)	planned (Phase II)	\$350,000 - \$1 million
The Point on the River (condominium & retail) 106 West Seeboth Street, Milwaukee, WI 53204 414-298-1600 www.thepointontheriver.com	147	Fifth Ward	\$70 million (adaptive reuse)	2009	\$163,900 - \$1.5 million
Majestic Loft Apartments (rental & retail) 231 West Wisconsin Avenue, Milwaukee, WI 53203 414-225-2408 www.gormanusa.com/webv1/rent_search/majestic.htm	135	Westown	\$16.8 million (mixed-use)	2005 conversion	\$730 - \$1,025

Source: The Business Journal/Milwaukee Journal Sentinel/Individual Developers

Housing (2)

Name/Address/Phone	Ranked by Number of Units	Location	Project Cost	Year Built/Under Construction/ Planned	Unit Price/Rent
Park East Square, Phase I (rental, multi-family, & retail) bordered by North Milwaukee, North Jefferson & East Lyon Streets and East Ogden Avenue Milwaukee, WI 53202 www.rscrealstate.com	126	Park East/ East Town	\$77 million	proposed	
Riverbridge (condominium) 1905 – 1925 North Water Street, Milwaukee, WI 53202 414-349-2248 www.nledevelopment.com	117	Brady Street area	\$26.5 million (new construction)	2003 (Phase I) 2004 (Phase II) 2005 (Phase III)	\$175,000 - \$285,000
Teweles Seed Tower Apartments (rental) 222 South 3 rd Street, Milwaukee, WI 53204 414-273-7333 www.tewelesseed.com	115	Fifth Ward	\$18.5 million (adaptive reuse)	2007 conversion	\$315 - \$1,800
The Sterling (condominium & retail) 1550 East Royall Place, Milwaukee, WI 53202 414-540-0004 www.sterlingcondominiums.com www.nledevelopment.com	112	Brady Street area	\$10.8 million (new construction)	2006	\$185,000 - \$425,000
Lake Bluff at East Town (condominium) 1300 North Prospect Avenue, Milwaukee, WI 53202 414-273-2300 www.lakebluffcondos.com www.mandelgroup.com	110	Lakefront	\$15 million	2007 conversion	\$219,900 - \$759,900
The Grand Wisconsin (rental & retail) 720 North Old World Third Street, Milwaukee, WI 53203 414-272-3980 www.thegrandwisconsin.com	108	Westtown	\$23 million	2006 conversion	\$750 - \$2,735
The Breakwater (condominium) 1313 North Franklin Place, Milwaukee, WI 53202 414-727-1150 www.breakwater-condominiums.com	101	East Town	\$70 million	2009	\$300,000 - \$1.4 million
(condominium) 543 North Water Street, Milwaukee, WI 53202	100	RiverWalk	\$100 million	planned	
Blue Ribbon Lofts (rental) 901 West Winnebago Street, Milwaukee, WI 53205 414-291-5466 http://www.gormanusa.com/webv1/rent_search/blueribbon.htm	95	Westtown	\$16 million	2009	\$545 - \$795
City Green (rental & retail) 1100 North Cass Street, Milwaukee, WI 53202 414-271-2489 www.citygreenapts.com www.nledevelopment.com	91	East Town	\$47 million (new construction)	2007	\$1,000 - \$2,000

Source: The Business Journal/Milwaukee Journal Sentinel/Individual Developers

Housing (3)

Name/Address/Phone	Ranked by Number of Units	Location	Project Cost	Year Built/Under Construction/Planned	Unit Price/Rent
Park East Enterprise Lofts (rental) 1407 North Dr. Martin Luther King, Jr. Drive Milwaukee, WI 53212 414-270-3535 www.gormanusa.com/webv1/rent_search/park_east.htm	85	RiverWalk	\$12 million (rehabilitation)	2006	\$605 - \$985
601 Lofts (condominium & retail) 601 East Ogden Avenue, Milwaukee, WI 53202 262-264-0026	84	East Town	\$30 million (mixed-use)	2006	\$167,000 - \$815,000
River Renaissance (condominium & retail) 102 North Water Street, Milwaukee, WI 53202 414-276-5285	84	Historic Third Ward	\$32 million	2006	\$184,900 - \$498,500
Hack/Pritzlaff Building (rental & retail) 333 North Plankinton Avenue, Milwaukee, WI 53203 www.sunsetinvestors.com	83	Historic Third Ward	\$36 million (mixed-use/ conversion)	proposed	\$1,200 - \$1,800
Marine Terminal Lofts (condominium) 311 East Erie Street, Milwaukee, WI 53202 414-287-5638 / 414-347-3600 www.mandelgroup.com	83	Historic Third Ward	\$30 million (adaptive reuse)	2007	\$200,000 - \$1.1 million
One at the North End, Phase I (rental & retail) 1531 North Water Street, Milwaukee, WI 53202 888-514-6003 / 414-276-6784 www.mandelgroup.com www.thenorthend.com	83	Park East/ East Town	\$21 million (mixed-use)	2009 (Phase I)	
Water Street Lofts (condominium) 200 – 210 South Water Street, Milwaukee, WI 53204 414-659-4411 www.tandem-realty.com/waterStreet.php	82	Fifth Ward	\$16 million (adaptive reuse & new construction)	2006	\$238,000 - \$580,000
Jackson Square (rental & retail) 159 North Jackson Street, Milwaukee, WI 53203	81	Historic Third Ward	\$5.6 million	under construction (2010)	\$1,300 - \$1,700
Corcoran Lofts at Gaslight (rental & retail) 120 North Milwaukee Street, Milwaukee, WI 53202 414-276-5638 www.mandelgroup.com	76	Historic Third Ward	\$12 million	2010	
Kilbourn Tower (condominium) 923 East Kilbourn Avenue, Milwaukee, WI 53202 414-221-9108 www.kilbourntower.com	74	Lakefront	\$55 million (new construction)	2005	\$599,000 - \$2.6 million
The Edge (condominium) 1890 North Commerce Street, Milwaukee, WI 53212 414-263-3343 www.edgecondos.com	73	Commerce Street/ Brewers' Hill	\$14 million	2009 (Phase I)	\$180,000 -
The Wisconsin Tower (condominium) 606 West Wisconsin Avenue, Milwaukee, WI 53203 414-291-8980 www.wisconsintower.com	73	Westtown	\$14 million	2006 conversion	\$150,000 - \$1 million

Source: The Business Journal/Milwaukee Journal Sentinel/Individual Developers

Housing (4)

Name/Address/Phone	Ranked by Number of Units	Location	Project Cost	Year Built/Under Construction/Planned	Unit Price/Rent
Union Point Lofts (condominium & retail) 2101 North Humboldt Avenue, Milwaukee, WI 53212 414-271-5350 / 414-962-4413 www.unionpointloft.com	72	Commerce Street/ Brewers' Hill	\$10 million (new construction)	2007	\$164,900 - \$289,900
Domus (condominium) 401 East Eric Street, Milwaukee, WI 53202 414-287-5638 www.mandelgroup.com	61	Historic Third Ward	\$52 million (mixed-use/new construction)	proposed	\$425,000 - \$1.6 million
Kramer Lofts (rental & retail) 151 East Seeboth Street, Milwaukee, WI 53204 414-220-9640 www.continuumarchitects.com	60	Fifth Ward	\$6.8 million (mixed-use)	2007	\$650 - \$1,300
CitySide Plaza (condominium) 239 East Chicago Street, Milwaukee, WI 53203 414-659-1126 / 414-271-5200 www.citysideplaza.com	57	Historic Third Ward		2008	\$240,000 - \$900,000
University Club Tower (condominium) 825 North Prospect Avenue, Milwaukee, WI 53202 414-272-2483 www.universityclubtower.com www.mandelgroup.com	53	Lakefront	\$88 million	2006	\$1.1 - \$5 million
City Green (condominium) 1100 North Marshall Street, Milwaukee, WI 53202 414-272-6636 www.citygreencondos.com www.nledevelopment.com	44	East Town	see listing under "City Green rental" (new construction)	2007	\$350,000 - \$700,000
RiverCrest Townhome Condominiums 2162 North Commerce Street, Milwaukee, WI 53212 414-264-0418 www.mandelgroup.com	40	Brady Street area	\$18 million (new construction)	2005	\$299,900 - \$449,900
Gallun Tannery Row (condominium) 1818 North Water Street, Milwaukee, WI 53202 414-349-8475 www.galluntanneryrow.com/1818lofts.html	38	Brady Street area		2007 conversion	\$399,900 - \$450,000
The Flatiron (condominium & retail) 1541 North Jefferson Street, Milwaukee, WI 53212 414-431-3131 www.theflatironcondos.com www.legacyredev.com	38	Park East/ Brady Street area	\$10 million (mixed-use)	2007	\$169,900 - \$319,900
Button Block (rental) 500 North Water Street, Milwaukee, WI 53202 414-271-6500	35	RiverWalk	(adaptive reuse)	planned	

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Housing (5)

Name/Address/Phone	Ranked by Number of Units	Location	Project Cost	Year Built/Under Construction/Planned	Unit Price/Rent
Commission House (condominium) 400 North Broadway, Milwaukee, WI 53202 262-547-6250	34	Historic Third Ward	\$6 million (adaptive reuse)	2005 conversion	\$224,000 - \$659,000
Lake Pointe Tower (condominium, hotel & retail) East Michigan & North Cass Streets Milwaukee, WI 53202	34	East Town	\$207 million	proposed	
The Residences on Water (rental, hotel & retail) 1150 North Water Street, Milwaukee, WI 53202 414-223-0033 www.theresidencesonwater.com	31	East Town	\$25 million (mixed-use)	2008	\$234,000 - \$2.3 million
Cathedral Square Condominiums (office & retail) 545 East Wells Street, Milwaukee, WI 53202 414-737-9973 www.nledevelopment.com	27	East Town	\$57 million (new construction)	2005	\$425,000 - \$795,000
Creative Leather & Vinyl building (condominium & retail) 525 East Chicago Street, Milwaukee, WI 53203	22	Historic Third Ward		2007 conversion	
Park Terrace Row Houses (condominium) 2001 – 2049 North Commerce Street Milwaukee, WI 53212 414-223-3388 / 262-240-2611 www.vetterdenk.com	21	Commerce Street/ Brewers' Hill	\$14 million (new construction)	2007	\$695,000 - \$1.25 million
Riverview (rental) 245 – 249 North Water Street, Milwaukee, WI 53202 414-277-7771	21	Historic Third Ward	\$3 million (adaptive reuse)	2007 conversion	
Brewers Hill Commons (single family) North Buffum & East Brown Streets Milwaukee, WI 53212 414-265-2000 www.tandemdevelopers.com	17	Commerce Street/ Brewers' Hill	\$4.3 million (new construction)	2009	\$250,000 - \$300,000
Park Terrace Bluff Homes (single family) 801 – 937 East Reservoir Street, Milwaukee, WI 53212 414-223-3388 / 414-292-3717 www.thebluffhomes.com www.vetterdenk.com	16	Commerce Street/ Brewers' Hill	\$47 million (new construction)	2008	\$695,000 - \$1.25 million
Ernst Place Apartments (rental) 620 East Ogden Avenue, Milwaukee, WI 53202	12	East Town	\$1.2 million (rehabilitation)	2006 conversion	\$1,175 - \$1,620
320 Lofts (condominium) 320 East Buffalo Street, Milwaukee, WI 53202 414-712-4646	11	Historic Third Ward	\$6 million	2006	\$308,900 - \$798,000
Reed Street Lofts (rental) 191 South 2 nd Street, Milwaukee, WI 53204 414-251-3335	8	Fifth Ward		2005	

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Housing (6)

Name/Address/Phone	Ranked by Number of Units	Location	Project Cost	Year Built/Under Construction/ Planned	Unit Price/Rent
Paredigm Building (condominium) 518 – 522 North Water Street, Milwaukee, WI 53202 414-765-0288	6	RiverWalk		2007	\$200,000 -
Terrace Row Condominiums Kilbourn Avenue at Cass Street, Milwaukee, WI 53202 414-349-2248 www.terracerow.com www.nledevelopment.com	4			2008	
2004 Totals: 10 projects	824 units		\$156.3 million		
2003 Totals: 8 projects	436 units		\$92.6 million		
2002 Totals: 9 projects	255 units		\$56.5 million		
2001 Totals: 2 projects	69 units		\$12.5 million		
2000 Totals: 4 projects	238 units		\$36.7 million		
1999 Totals: 2 projects	159 units		\$23.1 million		
1998 Totals: 4 projects	359 units		\$43.3 million		
1997 Totals: 1 projects	26 units		\$7.4 million		
TOTALS: 96 Projects 1997 – Present	* 7,445 units		* \$2.45 billion investment		* includes planned/proposed

Source: The Business Journal/Milwaukee Journal Sentinel/Individual Developers

This information collected and documented by the Department of City Development

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